

Coupon

Cut out this coupon and bring it to our Domestic Department Monday between the hours of 9 and 10 a. m. and we will sell you
10 yards of best 10c quality "Poe Mills" Bleached Cotton for 65c
 None sold without coupons. Sale limited to 10 yards to a customer.

2707-2709 WASHINGTON AVE.
 NEWPORT NEWS, VA.
MEYERS BROS
 DEPARTMENT STORE

Coupon

Cut out this coupon and bring it to our Stationery Department Monday and we will sell you a splendid
\$1.00 Manhattan 14k Gold Point Fountain Pen for 49c
 Every pen guaranteed by us for one year. None sold without coupon. Sale limited one to a customer.

Women's 25c Ribbed Underwear 19c

Women's heavy ribbed fleece lined underwear, vests have taped neck and crocheted front, full length pants to match. On sale Saturday and Monday only at 19c. Only four garments to a customer.

Women's Heavy Winter Union Suits 50c

Women's heavy ribbed, fleece-lined Union Suits, taped neck, pearl buttons; full length, perfect fitting; nicely finished. On sale Monday at 50c.
 Only 2 Suits to a customer.

Ladies' and Girls' \$2.50 Gold Rings 95c

Ladies' and girls' solid gold signet rings, with blank face for monogram, very handsome in design and usually sold for \$2.50—guaranteed solid gold at 95c each.

Men's \$1.00 'Eclipse' Shirts 79c

A special lot in neat black and white designs—fine quality woven stripes madras, splendidly made and finished—the regular dollar ones, on sale Monday at 79c.

Boys' Fleece-lined Underwear 25c

Extra heavy cotton fleece lined underwear for boys, good and warm, both shirts and drawers, all sizes 24 to 34, on sale Monday at 25c the garment.

Men's 12 1-2c Black and Tan Sox 10c

Men's medium and heavy weight cotton sox in black and tan, full seamless, double heel and toe, regular 12 1-2c ones, at 10c the pair.

Men's 50c Negligee Shirts 39c

Made of good quality materials in neat tasteful designs, cut generously full, perfect fitting, well made and finished. The regular half dollar ones at 39c.

Women's \$1.00 Black Underskirts 98c

Made of fine black mercerized cotton, six different styles, deep hosiery, with ruffles, tucks, and fancy stitching, full sweep, the regular \$1.50 ones for 98c.

10c Fancy Pearl Buttons 5c Doz.

Pretty white pearl buttons in a number of fancy designs, four different sizes, nicely finished, on sale Monday at 5c the dozen.

Women's Stylish \$1.50 Waists \$1.00

Made of the best non-crooking black mercerized cotton in four very attractive styles, pin tucks, broad tucks, fancy stitchings, fagotting and embroidered at \$1.00 each instead of \$1.50.

Meyers' Great November Sale!

The reason for this sale is two-fold first, a backward season compels us to reduce stocks. We anticipated an early Fall and bought heavily. "Old Jack Frost" did not put in his appearance as early as we had expected—the weather was too summery for Fall goods and consequently we were overstocked. Second, the Holidays are almost upon us and we must have room to display our Holiday goods—vast stocks of which are coming in by every train and boat. Other goods less seasonable must give place to these, even at a sacrifice of value.

The immediate reduction of stocks is imperative, and to accomplish this we propose to operate Meyers' Great November Sale, a trade event in which we propose to eclipse all our past splendid efforts in value-giving. Every one of the twenty-seven departments is concerned—the whole store from basement to top floor fairly bristles with the most extraordinary opportunities for economy. Scattered over this page are eloquent examples of the matchless money-saving offerings that are here in new and desirable merchandise.

These Splendid Offerings should prompt you to Buy Your New Coat or Suit Here!

Meyers' second floor is THE woman's store—it's the Mecca of all smart dressers. Our leadership in correct wear for women is unquestioned—you can depend on what we tell you. The garments we offer you are of unimpeachable character and come direct from the foremost makers of the great fashion centers. Tomorrow's offerings are simply an index of the many others that await you here as some of our best bargains are frequently not advertised.

Women's Knit Sweaters

These are to be very popular again this season and we have a most charming selection of them. The styles are new and very fetching. They're knitted in several different fancy stitches from the best stock—perfect fitting—fastened with pretty pearl buttons. All sizes, 32 to 44, at \$1.50, \$2.00, \$2.50 up to \$5.00.

Women's Tailor-made Suits, \$15

Made of a splendid quality of Panama cloth in four lovely shades of gray—50 inch long jacket lined to waist with taffeta; full leg-o-mutton sleeve with turned back cuffs; black velvet collars. The skirt is a nobby 13 gored model, very full and graceful. Specially priced at \$15.00.

Women's Skirts \$5

Twenty different styles; smart and swaggy. Made of panama cloth, serges, chevrons, broadcloths, mohairs and other good materials. Seven, nine and 13-gored models—tailored in a superior manner, pleated and fitted, finished with straps, pleats, tailor's stitching, etc. Specially priced at \$5.00.

\$5 Silk Waists, \$3

Made of fine soft chiffon finished taffeta silk in black and white—three styles; cluster tucked yoke and French knots down front; broad hemstitched tucks; deep tucked cuffs trimmed with buttons. Regular \$5.00 value at \$3.00.



Women's Covert Jackets, \$12.50

The above model shows one of the new 43-inch jackets. This one is made of fine all-wool tan covert cloth, clever square yoke back and front—tucked back, velvet collar, full leg-o-mutton sleeve with turn back cuff and shirred at shoulder—two wide tucks down each side of front, satin lined yoke, at \$12.50.



This Pretty Rain Coat Only \$10

Women's rain coats of high grade waterproof Cravenette, 3 broad box pleats down back and 2 down each side of front which is double-breasted and fastened with self-covered buttons; stitched down collar, full sleeves with turn-back cuffs, belt. Regular \$12.50 value for \$10.00.

Timely Offerings in Desirable

Fall & Winter Wash Goods

Whittenton English Flannelette a soft and fluffy material in pretty light and dark colors, 27 inches wide, 10c the yard.

Moleskin Flannelettes, in many desirable patterns for fall wear, 27 inches wide, 10c the yard.

"Veloset Flannel," a warm heavily fleeced fabric in very rich colors, suitable for bath-ropes, dressing gowns, kimono, etc., 27 inches wide, 15c the yard.

Persian Flannels, plain twilled surface with fleeced back—handsome printed light and dark patterns, 27 inches wide, 10c the yard.

A. F. C. Gingham, a wide range of neat patterns for your choosing—stripes, checks, plaids and plain colors, 27 inches wide, 10c the yard.

Florence Apron Checks, all colors, in all size checks from the tiny pin to the large block check, 27 inches wide, 6c the yard.

Linen-finished Cannon Cloth, looks, washes and wears like real linen, 36 inches wide, 12 1-2c the yard.

Bate's Seersucker Gingham, the best domestic gingham made—all the new fancy effects for fall wear are shown here—27 inches wide, 12 1/2c the yard.

Eiderdowns, in a pleasing variety of light plain shades—a very pretty quality—27 inches wide, 20c the yard.

Windsor and Sea Island Percales in many pretty designs adapted to fall wear, 36 inches wide, 12 1/2c the yard.

Beds and Mattresses, 1/3 Off

We must have more room on our third floor for Holiday goods. These beds and mattresses take up too much space and as we have had a good season in these lines we will close out what's left at a reduction of one third from the regular prices, in order to effect a quick and complete clearance. We price them thus:

\$15 MATTRESSES NOW...\$10
 \$10 MATTRESSES NOW...\$6
 \$6 MATTRESSES NOW...\$4

\$13 IRON BEDS NOW...\$9
 \$9 IRON BEDS NOW...\$6
 \$6 IRON BEDS NOW...\$4
 (THIRD FLOOR)

Silks and Dress Goods

A choice collection of popular dress materials which we have marked at remarkably little prices for this sale.

36-inch Black Taffeta, in the heavy loom and soft chiffon finish, an extra good quality, at \$1.

23-inch Crepe de Chine, in a complete range of all the shades that are adapted to the season's wear, at 39c.

27-inch Glace Taffeta, in rich two-tone effects, black and navy, green and brown, purple and black, regular \$1.00 value, 69c.

27-inch double-faced Black Peau de Soie, in black only, at \$1.50.

36-inch Single-faced Peau de Soie in black only, at \$1.50.

Rich Fancy Silks, in short lengths of from 3 to 15 yards—very pretty patterns, regular value \$1.00, for this sale, the yard, 50c.

WE SPONGE ALL GOODS BOUGHT OF US FREE OF CHARGE.

Men's Furnishings

Men's Heavy Fleece Lined Underwear, bound neck, pearl buttons well made and finished—both shirts and drawers, the 50c sort at 35c the garment or 3 for \$1.00.

Men's Heavy Gray Wool Underwear, very fine quality, soft and warm, both shirts and drawers in all sizes at 50c the garment—actual value \$1.25.

Men's Derby Ribbed Wool Underwear, nicely made and finished, the regular \$1.50 quality, at \$1.25.

Boys' Blouses made of heavy white and fancy materials for fall wear, all sizes, at 50c.

Men's Fine Cashmere Socks in plain, black and tan, 25c the pair or 6 pairs in box for \$1.38.

Housefurnishing Goods

TWO STAPLE ARTICLES SPECIALLY PRICED FOR THIS SALE.



Wash Boilers made of heavy tin with copper bottom, set in cover, strong handles, worth \$1.25, this sale 98c.



Covered Turkey Roasters, large size, strongly made of the best sheet iron, worth 25c on sale Saturday only 20c.

Good Blankets

We are agents for the celebrated "Muncie Mills" Blankets, made of the finest wool, mohair and silk bound ends, rich striped borders, full sizes, at the following special prices:

"Home Delight" 10-4...\$5.00
 "Home Delight" 11-4...\$6.00
 "Maid-of-the-Mist" 10-4...\$6.50
 "Victoria" 11-4...\$5.75
 "Exquisite" 11-4...\$8.25
 "Gold Medal" superior California Blankets 11-4...\$8.50
 "Athens" 11-4 heavy cotton Blankets, soft warm fleeces, tan and gray striped border at \$1.00.
 "Noera" 10-4 Gray Wool Blanket, very heavy and comfortable, at \$2.75.

Good Linen Huck Towels, Doz. for \$1.25

We've 95 dozen extra heavy linen huck towels, good, full size, hemmed ends, striped borders, regular price 15c each or \$1.75 the dozen—our special price while they last \$1.25 the dozen.

Best 10c Quality Silkoline 7 1-2c

"Kensington Mills" high art Silkolines in fifty beautiful floral and scarlet designs in light and dark effects, full yard wide, on sale Monday at 7 1/2c the yard. Regular price 10c.

25c Bleached Table Damask 19c

Good quality, bleached, mercerized table damask, in six beautiful patterns, 58 inches wide, the kind that usually sells at a quarter, our special price during this sale 19c the yard.

12 1-2c Cotton Huck Towels 9c

Heavy cotton huck towels, large size, hemmed ends, striped borders, soft finish, the regular 12 1-2c ones at 9c each. Only 6 to a customer.

Women's 15c Black Cotton Hose 9c

Women's fast black hose, fine gauge, full seamless, double heel and toe; the regular 15c ones. On sale Monday at 9c the pair, only 6 pairs to a customer.

Children's 12 1-2c Heavy Ribbed Hose 10c

Boys' and girls' heavy ribbed hose, fast black, double knee, heel and toe, full seamless. A very serviceable stocking, worth 12 1-2c, at 10c the pair.

Women's Pure Linen Handkerchiefs 5c

Women's fine linen hemstitched handkerchiefs, half inch hem, soft and sheer. An extra special value on sale Saturday and Monday at 5c each.

Extra Heavy Cotton Blankets \$1.00

The "Athens" 11-4 heavy cotton Blankets, fine soft fleeces, striped borders, colors tan and gray, full double bed size. On sale Saturday and Monday at \$1.00 the pair.

Dollar Gas Lights Complete for 49c

Improved incandescent gas light, furnished complete with high grade mantle, perfect burner and imported glass globe with patent air holes. Economizes the use of gas. Regular price \$1.00. Our price 49c for the entire outfit.

Best Quality 12c Gas Mantels 9c

Best quality fine woven Gas Mantels, gives a clear white incandescent light, very durable and lasting, regular price 12c, our special price Monday only, 9c each.

Women's Wool Golf Gloves 25c

Women's Fine Wool Knit Golf Gloves; just the thing for the approaching cold days; all colors; nicely finished, at 25c the pair.

Men's and Women's \$1 Umbrellas 69c

Good fast black gloria cover over strong seven-rib paragon frame, steel rod, natural wood handles, 26 and 28 inch sizes—regular dollar values, on sale Monday at 69c each.

Meyers' 15c Talcum Powders 9c

Meyers Bros' "Special" Violet and rose Talcum Powder in neat glass jars with aluminum caps, the regular 15c kind at 9c a jar. Sale limited to 4 jars to a customer.

Cotton Twilled Towel Crash, 25c yd. for 88c

Good heavy twilled cotton towel crash, 18 inches wide, striped border; bleached. Regular price 5c yard or \$1.25 roll. On sale at 88c for 25 yard rolls. Sold by roll only. Sale limited to one roll to customer.